

**U.S. DEPARTMENT OF COMMERCE: INTERNATIONAL BUYER PROGRAM  
ANNOUNCEMENT CABLE  
INTERNATIONAL POULTRY EXPO/INTERNATIONAL FEED EXPO  
ATLANTA, GEORGIA, JANUARY 24-26, 2012**

[www.ipeweek12.org](http://www.ipeweek12.org)

**1. Summary**

The International Poultry Expo (IPE) and the International Feed Expo (IFE) are the world's largest trade shows for the poultry and feed sectors of the industry. The Expo has been held in Atlanta, Georgia for the past 61 years. The show displays the latest in technology, equipment, supplies, and services used in the production and processing of poultry and eggs and for those involved in feed manufacturing.

**2. Event description**

A. The International Poultry Expo is the world's largest trade show for the poultry and egg industry. Capital equipment suppliers to every segment of the industry are represented: live production, hatchery, processing, further processing, packaging, commercial egg, marketing and all support activities. International feed expo exhibitor categories include material handling equipment and supplies; processing equipment; micro and macro ingredients; analytical products and services; transportation equipment; computer software, systems and services; premix and milk replacer manufacturers; mill designers; engineering and construction; pharmaceutical and animal health products; microbial, enzyme and fermentation products; and trade publications.

The two co-located trade shows should attract more than 850 exhibitors and over 19,000 attendees from over 100 countries. There will be a special program focusing on pet food, providing information on the manufacturing and quality control aspects of the sector as well as featuring exhibitors who supply the pet food manufacturers. On the floor of the show, there will be a demonstration area where chefs from national food service organizations will highlight new recipes and products related to the poultry industry.

B. Free seminars on important issues facing the poultry and feed industries will be offered beginning Monday, January 23, 2012 prior to the opening of the trade show through Friday, January 27, 2012. The Department of Commerce is planning to present a networking seminar on doing business internationally from a logistics and financial point of view. Details and updates can be found on the show website: [www.ipeweek12.org](http://www.ipeweek12.org).

C. More than 850 companies will exhibit at the International Poultry Expo and International Feed Expo registered under one or more of the product categories listed in item 2A of this announcement.

D. If you are a manufacturer, supplier or simply involved with a product or service related to the poultry or feed industry, this is your kind of show. Attendees are local, statewide, nationwide, and international.

#### **4. Event contacts**

##### **A. Show organizer**

International Poultry Expo and International Feed Expo

Charles Olentine, PHD, Executive VP

1530 Cooledge Road

Tucker, Ga 30084-7303

Tel: 770/493-9401

Fax: 770/493-9257

E-mail: [colentine@poultryegg.org](mailto:colentine@poultryegg.org)

##### **B. IBP Project Officer**

Amanda Ayvaz

Tel: 202/482-0338

Fax: 202/482-7801

E-mail: [amanda.ayvaz@trade.gov](mailto:amanda.ayvaz@trade.gov)

#### **5. Event promotion**

The International Poultry Expo and International Feed Expo website is the best way to stay up-to-date on event details: [www.ipe12week.org](http://www.ipe12week.org). You can find seminar schedules, exhibitor information and press and promotional materials. International visitors can also get more information about pre-registering by visiting the website. Questions should be directed to Charles Olentine at [colentine@poultryegg.org](mailto:colentine@poultryegg.org).

All international visitors who pre-register for the International Poultry Expo and International Feed Expo as part of an international delegation will receive free admission to the event.

#### **6. Onsite programs**

##### **A. International business center (IBC)**

Hours for the International Poultry Expo and International Feed Expo (located in buildings A and B. of the Georgia World Congress Center in Atlanta, Georgia):

Tuesday, January 24, 2012

8:00 am – 5:00 pm

Wednesday, January 25, 2012

8:00 am – 5:00 pm

Thursday, January 26, 2012

8:00 am – 3:00 pm

Some of the services that will be available for international delegations are: interpreters, matchmaking, seminars, lounge and welcome reception.

##### **B. Matchmaking services**

All delegates must register and supply their buying interests to ensure a successful match. International Poultry Expo and International Feed Expo staff and volunteers will provide one-on-

one assistance before, during, and after the show to match international buyers with exhibitors. International Poultry Expo and International Feed Expo exhibiting companies interested in international business will register with the IBC and list their information in the export interest directory, given to every registered delegate. Match cards will also be posted in the IBC during the show.